

Bilston Urban Village

Draft Commercial Travel Plan Template

Bilston Urban Village, Wolverhampton

Draft Travel Plan Template

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SJT/AVS/SH/10078-03 Travel Plan Template AP C

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1.0 INTRODUCTION

1.1 This Travel Plan has been prepared by David Tucker Associates on behalf of Places for People in respect of development proposals at Bilston Urban Village (BUV), Wolverhampton.

1.2 A travel plan is a term used for a package of measures aimed at promoting sustainable transport within an organisation, with the main aim of reducing travel by single occupancy vehicles. Travel plans are site specific and are dependant upon not only the location of the site but the size and type of organisations located there. They also require continuous monitoring and refinement in order to be successful.

1.3 The site is located to the south of Bilston town centre and to the South West of Wolverhampton. The BUV development area and comprises residential development of around 870 new dwellings, a neighbourhood centre, Leisure centre and approximately sqm of new employment and commercial facilities.

1.4 This document forms the template travel plan for each organisation within the development employing ten or more individuals.

1.5 The employment, leisure and residential travel plans will all interact as part of an overall Sustainable Travel Strategy for BUV.

1.6 The planning application does not identify end users therefore the developments will recognise wholly new operations for which information regarding specific staff travel patterns is limited.

1.7 This framework will therefore act as a guide for occupiers to produce more detailed travel plans tailored to their organisation, which will outline specific measures and timescales for their implementation. Subsequent implementation of the detailed occupier travel plans will commence on or prior to first occupation and shall be monitored and reviewed annually until the completion of Phase 1.

1.8 The Travel Plan includes:

- A strategy for setting target modal share for access to the site;
- A strategy for achieving the target;
- A process for monitoring progress towards achieving the target.

The strategy includes:



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- Public transport initiatives;
 - Cycling incentives and facilities;
 - Walking incentives;
 - Car parking management;
 - More efficient ways of using the car, including car sharing and parking restraints.

2.0 NATIONAL AND LOCAL POLICY

2.1 National Policy

2.1.1 The DETR (1998) White Paper 'A New Deal for Transport: Better for Everyone' outlined the Government's transport policies for the future, with an emphasis on the need for a sustainable and integrated transport system; travel by foot, bicycle and public transport all being encouraged. The paper states:

"We look to business to ensure that it makes the most effective use of transport in a way that supports sustainable development. This means reducing the impact on the environment and reducing congestion."

2.1.2 Key initiatives documented within the White Paper include quality partnerships –

"we want to create partnerships at all levels, to help business, local authorities and local communities to come together and respond to the challenge."

2.1.3 In March 2001, DETR revised its planning policy guidance note relating to transport (PPG13). A key objective being the need to integrate planning and transport at the national, regional and local level to promote more sustainable transport choices and reduce the need to travel, especially by single occupancy vehicle.

2.1.4 Key themes within PPG13 of direct relevance here, include:

- The need to ensure accessibility and promote travel by public transport, walking and cycling.
- The need to control parking
- The need for appropriate traffic management
- The adoption of travel plans

2.1.5 PPG 13 suggests that Travel Plans should support the delivery of sustainable transport objectives through:

- reducing car usage (particularly single occupancy trips)
- promoting walking, cycling and use of public transport
- improving road safety and personal security, particularly for pedestrians and cyclists
- promoting more environmentally friendly freight movements



3.0 SITE ASSESSMENT

3.1 Introduction

3.1.1 The site is located to the south of Bilston town centre and South West of Wolverhampton. Vehicular access can be provided on many of the surrounding roads including the Back Country route.

3.2 Public Transport Network

3.2.1 A detailed public transport strategy for the development of BUV has been developed so as to maximise accessibility to key destinations for future residents, whilst providing access for existing and future employees working within the Village.

Bus

3.2.2 The site layout will ensure that all of households will be within 400m walking distance of the bus route. In addition the bus will route via the new employment buildings with covered bus stopping facilities being focused around the main entrances of the employment buildings.

3.2.3 Current proposals will allow site access via two bus routes. These are the 680 (Bilston-Moxley and the 546 (Wolverhampton – Northway) as listed in **Table 1** below:

Table 1- Bus Services to be routed through site.

Bus Number	Route	Running times	Frequency
546	Wolverhampton Bus station - Deansfield High School - Northway	0645-1753	Hourly
680	Bilston Bus Station - Dorothy Purcell School - High Street (Co op) - Moxley	0955-1525	Hourly

3.2.4 The 546 already runs along Broads Lane, Highfields Road, Coseley Road and the Black Country Route. This route is one proposed to divert through the new site. The new route will divert into the site from the west and to the South West of the site as shown by **Figure 2**. The 680 route already runs through the site along Dudley Street. It is proposed that this route will change in one of two ways. Option 1 is in conjunction with the proposed changes to the route 546 as seen in **Figure 2**. Option 2 proposes to extend the 680 route even further to cover enable the site to be in 250 – 400m of the nearest bus service as seen in **Figure 2**.

3.2.5 As the usage of the 680 route is expected to be popular for patrons going to the BUV it is envisaged that the extra patrons warrant a higher frequency service. As well as services 546 and 680 there are also many other local bus stops in the vicinity of the site as seen in **Figure 2**. In fact Bilston Bus station in located approximately 300m just north of the site.

3.2.6 Where congestion on the existing network challenges the reliability of journey times of services, bus priority measures will be considered to provide wider improvements to existing bus services on the network.

3.2.7 In the early phases of development, a through bus route may not be available across the site and therefore care has been taken in the phasing strategy to ensure that all dwellings, as they are built out, will be within walking distance of an existing service.

Rail

3.2.8 There are two local stations to BUV, the Coseley railway station is located approximately 2km south east of the site and the Wolverhampton railway station is located approximately 4km North West of the site. The local services are operated by Centro trains and both stations have disabled facilities.

3.2.9 There are many frequent services along the line including services operating between Wolverhampton railway station and New Street railway station. There are limited car parking spaces at the stations. Public Transport services will be actively promoted through the workplace travel plans and residential travel plan.

Metro

3.2.10 The metro line runs adjacent to the Eastern boundary of the site. The nearest stations to the site is the Bilston Central Station located 300m north of the site joined with the bus station and the Loxdale station located approximately 200m South East from the site.

3.2.11 The metro currently operates at the frequencies below:

Midlands Metro Operating times		
Frequency	Days	Time of Operation
8 mins	Mon-Sat	0710-1830
10-12 mins	Mon-Sat	0530-0710 and 1830-0000

3.2.12 There are also proposals for another station next to the site as seen in **Figure 2**, as CENTRO confirms that the capacity exists for a new station to be introduced for the BUV. The implementation of this is currently considered by the Council who have submitted a bid document for funding for the new Brook Street Metro Stop under the Government's housing growth point agenda. This at Expression of interest stage. The rules of the funding are that the scheme should be completed within two years.

3.3 Walking and Cycling

3.3.1 The Strategy aims, through the master-planning process, to make the majority of journeys within the development feasible on foot or by bicycle. The BUV development will include a neighbourhood centre, local shopping facilities, leisure facilities and employment opportunities. This range of amenities aims to reduce the number of trips off site and encourage residents to walk and cycle as many facilities are easily accessible.

3.3.2 The design of the masterplan has followed the Manual for Streets approach and includes a range of features and design hierarchy to ensure that preference is given to

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- 3.3.3 It is considered that this range of facilities will act to meet the immediate needs of the local resident population while also providing for the needs of those working in the location.
- 3.3.4 The neighbourhood centre is to be located as such to maximise accessibility on foot from both the residential areas from the employment areas. No household will be greater than 1km from the neighbourhood centre; with at least 80% being 800m or less from the centre and at least 50% of households will be within 400m of the centre.
- 3.3.5 There is one main pedestrian only link across the site. This link runs along Dudley Street from the Junction of the Black Country route to the canal towpath. Existing access to Bilston town centre is currently over the Black Country Route via dual Toucan crossings.
- 3.3.6 There are proposed improvements to the canal towpath by British Waterways to encourage pedestrians and cyclists. There is also a pedestrian route proposed connecting Bilston town centre to developments in the northern areas of the development and from east to West a pedestrian and cycle route is proposed.
- 3.3.7 Presently there is no formal cycle route covered by the BUV. The Transport Assessment proposes a new dedicated cycle route which will run along the Bankfield road, between its junctions and the main spine road which runs across the whole site. There will also be a footbridge provided across the canal from the main spine road to improve accessibility. This route will also connect with Loxdale Street and Loxdale Metro Station.
- 3.3.8 Other measures to improve cycling will include the provision of suitable bike stands throughout the site, additional cycle signage and opportunities for secure cycle lockers e.g. in employment buildings.
- 3.3.9 The benefits of walking and cycling will be promoted through the individual travel plan initiatives and therefore tailored to the needs of the respective groups and organisations within BUV.

4.0 TRAVEL PLAN OBJECTIVES AND TARGETS

4.1 Introduction

4.1.1 A Travel Plan is a living document that provides a strategy for managing travel demand involving a continuing process of monitoring and review. The underlying aim of any Travel Plan is to minimise the number of single occupancy vehicle trips generated by a development, business or organisation. This is achieved by encouraging a shift to more sustainable modes of transport and by reducing the need to travel.

4.1.2 This Travel Plan provides a framework for occupiers to produce their own travel plans that complement one another and fit in with the measures implemented by the developer. As this is a new development and no current travel patterns exist, specific targets for modal shift cannot be set.

4.1.3 However the overarching Sustainable Travel Strategy establishes a **baseline target of 40% of all journeys to employment within BUV to be made by sustainable modes**. Sustainable modes include journeys on foot, cycle, by bus, by train or car sharing. As such no more than 60% of journeys should be by single occupancy car drivers from the time of the first travel survey.

4.1.4 Over the five year Strategy Period the proportion travelling by sustainable modes is to increase by a further 20%. **Table 3** sets out the annual baseline sustainable modal share targets:

Table 2 - Annual Baseline Sustainable Modal Share Targets

Year	Baseline Sustainable Modal Share Target
Year 1 (year of opening)	40.0%
Year 2	42.5%
Year 3	45.0%
Year 4	47.5%
Year 5	50.0%

4.1.5 Failure to meet these targets will release additional funds from the developer as detailed within Section 6.0.

4.1.6 Should these baseline targets be met the individual travel plan co-ordinator will establish

targets for even greater shift and continue to implement measures to achieve them.

4.1.7 Each occupier will be required to establish more specific modal shift targets. This will be done through a combination of a survey of staff travel habits shortly after occupation (within 6 months) and an evaluation of the existing and proposed travel infrastructure in the vicinity of the site.

4.1.8 The following sections detail the developer and occupier objectives and targets for the proposed site. In summary, the key role of the developer is to ensure that the key sustainable transport infrastructure is implemented prior to occupation and provide this framework to guide occupiers in producing their own travel plans that fit in with the vision for the site. The occupier will be responsible for encouraging, monitoring and reviewing sustainable travel initiatives as defined through their own detailed Travel Plan.

4.2 Developer Objectives

4.2.1 To ensure the potential for access by sustainable travel modes, the developer, through close liaison with the Local Authority, must ensure that the appropriate infrastructure is implemented prior to first occupation.

4.2.2 Key developer objectives are defined as follows:

- To provide the necessary transport and building infrastructure required for the more detailed occupier Travel Plans to be effective.
- To enable efficient access to the development by a number of alternative modes of transport.
- To provide an attractive, secure environment for pedestrians, cyclists and public transport users.

4.2.3 **Table 3** summarises the preliminary design features aimed to give priority to those arriving by sustainable modes to the proposed developments. Further consideration will be given to the requirements of those arriving by sustainable means at the more detailed design stage.

Table 3 - Design Features

Preliminary Design Feature	Description
Pedestrian Access	Pedestrian footways will be provided on both sides of the estate roads. Staff entrances will be conveniently reached from the footways.
Cycle Access	A comprehensive cycle network will connect with existing residential areas in the vicinity of the village. Where appropriate routes within the village will be segregated

	from traffic.
Cycle Parking	Cycle Parking will be provided inline with Supplementary Guidance on Parking Standards issued by Wolverhampton Council. The cycle stands will be covered and located close to the main entrance points.
Detailed Design Feature	
Car Sharer Spaces	A proportion of parking spaces for the exclusive use of car-sharers. These would be provided in a priority location near to the main entrance.
Showering/changing Facilities	Changing and showering facilities will be provided for cyclists
Enhanced bus service provision	A bus service will route via the employment uses on the village and covered bus stopping facilities will be located adjacent to entrances to main buildings

4.3 Occupier Objectives

4.3.1 Occupiers of each unit will be required to submit a Travel Plan prior to occupation and ensure it is implemented and refined as necessary. The Travel Plan will commit the occupier to encourage employees and visitors to travel by more sustainable modes than the private car. Plus reduce and/or improve the efficiency of any business mileage.

4.3.2 The Travel Plan will seek to:

- Reduce the need to travel to and from site.
- Promote the health, wealth and environmental benefits of cycling, walking and using public transport.
- Provide clear information to all employees and visitors on the alternative modes of travel to and from site.
- Enhance the safety and security of people travelling to and from site.
- Effectively manage the demand for car parking
- Alter working practices to ensure that those wishing to travel by alternate modes can do so freely and easily.
- Reduce the need to travel during peak hours.
- Reduce negative environmental impact of fleet vehicles; business travel; and deliveries

5.0 TRAVEL PLAN CONTENT

5.1 Introduction

5.1.1 This section sets out the template for occupiers to produce their own Travel Plan. It sets out what will be required by each occupier and also provides a selection of potential initiatives, a Travel Plan “toolkit” that could be used to achieve the objectives set out earlier. The list of measures is not exhaustive and is only intended to act as a guide. Occupiers may find that through operating their Travel Plan they find their own unique ways of minimising the impact of transport by their organisation.

5.2 Sustainable Travel Officer

5.2.1 In order to oversee the Employment Travel Plans, a Sustainable Travel Officer will be appointed by the developer. Full details of the officer’s role are detailed within the overarching Sustainable Travel Strategy. In summary the Officer will be responsible for:

- Explaining and Marketing the Travel Plan to the individual companies.
- Provide overall advice to the individual companies.
- Produce all questionnaires, promotional and informative material.
- Setting up the Community Website.
- Setting up the Car Share database, making use of the other local car share schemes.
- Setting up Specific Use Group meetings
- Setting up meetings with the local authorities, Parish Councils and bus operators.
- Promoting the Plan to the outside community through public meetings and press releases.
- Getting the annual survey analysed and presenting the results externally.
- Implementing promotional days.

5.3 Individual Travel Plan Co-ordinators

5.3.1 Every company operating within the site with more than 50 employees will nominate an employee, at a senior level who will work closely with the Site Co-ordinator to ensure the company's commitments are met. This person will have the power to make the relevant financial commitments. The name and contact details of the Site Travel Plan Co-ordinator will be provided to the Wolverhampton Borough Council's Sustainable Travel Team.

5.3.2 The individual company responsibilities will be:

- Marketing the Plan to their employees and distributing the promotional material (ongoing).
- Consultation with Union Representatives where appropriate.
- Ensuring questionnaires are completed and returned for analysis.
- Providing flexible employee benefits to encourage non-private car travel.
- Guaranteed ride home in an emergency where alternative transport modes are not available.

5.3.3 Each company will need to set aside an annual budget for the implementation of its Travel Plan commitments.

5.3.4 Quarterly meetings will be held with the Sustainable Travel Officer and individual company representatives so that companies can be informed of forthcoming changes, and discuss any implementation problems.

5.4 The Travel Plan Working Group

5.4.1 The Travel Plan Working Group will comprise of representatives from each individual company within the Park. The group will be made up of individual TPCs and other interested parties and will be responsible for developing the Action Plan, implementing initiatives and the overall monitoring and review of the Travel Plan. Their role is to:

- Ensure co-ordination between the Sustainable Travel Strategy and individual Travel Plans
- Set clear dates for action
- Ensure that the Travel Plan makes progress by holding twice yearly review meetings
- Report progress to Management
- Develop future initiatives

5.4.2 The Working Group will also endeavour to set up partnerships with:

- supporting organisations, e.g. DCC, Sustrans, Association of Commuter Transport, Cycle Touring Campaign, Pedestrians Association, Environmental Transport Association.
- local organisations, e.g. other employers, local retailers (for discounts)

5.5 General Promotion

5.5.1 Below is a list of initiatives specific to each travel mode. As well as these the Travel Plan should raise awareness of the environmental and health problems connected with transport. To promote “greener” travel choices for all journeys, not just work related travel. **Table 4** summarises a tool kit of measures which may be adopted by the TPC.

Table 4 - Travel Plan Tool Kit

Potential Travel Plan Initiatives	Responsibility
Walking (best suited to journeys under 2 miles)	
Provide cloakroom facilities within the building with drying and storage locker facilities.	Under agreement between developer and occupier, such facilities should be included within building design. For speculative builds developer to provide.
Produce a map illustrating safe walking routes to common destinations. Include reference to crossing points and public transport facilities.	Occupier to provide through Sustainable Travel Officer
Keep a store of pool umbrellas on site for use by staff who walk to/from work or for walking journeys during the day.	
Provide staff with personal attack alarms.	
Raise awareness of health benefits of walking. Through posters, leaflets and/or events.	
Offer a guaranteed ride home to alleviate staff concerns of being stranded at work in the event of unforeseen circumstances.	Occupier to provide through individual Travel Plan Co-ordinators
Arrange events to promote walking, such as a walk to work day with incentives, prizes, give-aways etc	
Time allowance to change.	
Cycling (best suited to journeys under 5 miles)	
Provide safe, secure and fully weatherproof cycle storage near to main entrances of building	Under agreement between developer and occupier, such facilities should be included within building design. For speculative



	builds developer to provide.
Provide shower facilities and changing rooms/areas within the building.	Under agreement between developer and occupier, such facilities should be included within building design. For speculative builds developer to provide.
Provide lockers for cyclist safety gear	Occupier to provide through individual Travel Plan Co-ordinators
Raise awareness of health benefits of cycling through continual publicity.	
Provide cycle route maps	
Offer financial incentives such as interest free loans or seek discounted purchase prices for bicycles & equipment from local retailers.	
Provide pool bikes and offer cycle mileage allowance for those using bicycles for work related trips.	
Keep a supply of basic cycle maintenance equipment on site e.g. pump, puncture repair kit, tools etc.	
Offer a guaranteed ride home to alleviate staff concerns of being stranded at work in the event of unforeseen circumstances.	
Provide hair dryer & iron on site	
Establish a bicycle user group (BUG) & bike buddy scheme.	
Arrange events to promote cycling to work such as "bikers breakfasts". Possibly correspond with national events such as "bike week" & "bike2work" in June.	
Arrange adult cycle training sessions.	

Public Transport (provides a sustainable alternative for many commuter & business trips)	
Disseminate up-to-date public transport information on site. Including routes, timetables and fares for local services.	Occupier to provide through individual Travel Plan Co-ordinators
Promote benefits of public transport. Savings etc	
Establish an interest free loan system for staff to purchase yearly or quarterly season tickets with payments taken directly from salary.	
Arrange with local transport operators to buy tickets in bulk at a discount and sell on to staff on site.	
Liaise with local operators for improved services to site.	
Fund a works bus/minibus.	
Schedule start & finish times to correspond with services	

Car Sharing (provides a sustainable alternative when the car is the only option)
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Establish a car sharing scheme to match employees with others living in a similar area or travelling the same route.	Occupier to provide through individual Travel Plan Co-ordinators and liaison with Sustainable Travel Officer
Provide preferential parking spaces for car sharers close to main entrances.	
Provide a guaranteed ride home scheme for car sharers in the event of unforeseen circumstances.	
Devise a protocol/guidelines for car sharers to follow.	
Arrange coffee mornings or other events to allow potential car sharers to meet before committing to sharing with someone they previously did not know.	
Run prize draws open to those registered on the car share scheme.	

Car Park management (parking should be controlled to ease pressures and provide another reason for employees to look at alternative modes)	
Introduce on site parking charges – with exemptions for car sharers.	Occupier to assume responsibility for these measures with liaison with Sustainable Travel Officer
Introduce eligibility criteria for permits, restricting who is able to park e.g. based on distance from home, essential car user, proximity to bus routes etc.	
Introduce controls to prevent other adjacent users from utilising car park.	

Reducing the need to travel & working practices	
Provision of on site facilities – canteen or food order & delivery system. Delivery of daily newspapers.	Occupier to assume responsibility for these measures.
Flexi-time (annualised hours).	
Compressed working week e.g. 9-day fortnight.	
Home working.	
Video conferencing facilities.	
Arrange shifts by postcode areas where possible to ensure the highest proportion of potential car sharers are working at any one time.	
Have company cars that run on LPG or other alternate low emission fuels.	
Encourage use of public transport, cycling and walking for business travel.	
Recruitment policies – make clear commitment to green travel in advertisements and aim to recruit local people.	
Include travel information in induction packs.	
Provide travel information for visitors & new recruits.	



Rationalise the number & timing of deliveries through negotiating with suppliers.	
Offer financial alternatives to a company car and ensure that business mileage rates are not set too high.	

6.0 MONITORING AND AUDIT

6.1 Staff and Visitor Surveys

6.1.1 Initially a comprehensive staff and visitor survey will be undertaken to provide a base for the monitoring of the modal share targets. This will record the origins of travel by mode and any initial comments on the Plan initiatives at the opening of the site. It is proposed that the initial survey should not be undertaken any earlier than 6 months after occupation of the site to ensure that travel patterns are established. A draft example of the survey is attached at **Appendix A1**.

6.1.2 Further to this initial survey, snapshot surveys will be undertaken annually. These snapshot surveys will be more basic than the initial survey and will be primarily used to monitor the effectiveness of the travel plan in reducing the number of solo car journeys to the site. The snapshot surveys will record the following:

- Level of usage of cycle/motorcycle stands to determine demand
- Feedback from bus operators to establish demand for local bus services
- Other feedback e.g. comments received by the Travel Co-ordinator.
- Survey of a sample number of members and visitors to record the modal shift of people driving alone, people car sharing, using public transport, people cycling and walking.

6.1.3 The results of the surveys will be analysed and reported within two months of the survey being undertaken. The Performance of the Plan in meeting individual targets will be assessed as indicated in **Table 4**. The survey results will be compared against the baseline and previous years' survey results and used to assess whether targets have been met.

Table 5 - Targets and Their Performance Indicators

Target	Performance Indicator
Public transport modal share.	Annual survey modal share. Feedback from operators/users.
Cycle / motorcycle modal share.	Annual survey modal share. Usage of cycle stands.
Walking modal share.	Annual survey modal share.
Car-Sharing modal share and solo occupancy cars	Annual survey modal share. Car-share database matching. Survey of car parking occupancy.

6.1.4 The survey will identify any barriers to change, including management barriers.

6.2 Plan Performance Audits

6.2.1 The results will be reported within three months of the survey date to the Council. The report should take the following format:

Chapter 1 – Introduction and Background. This will detail the site to which the report relates and provide details of occupier, name, date of occupation, number of staff employed, working hours, number of parking spaces etc.

Chapter 2 – Results of Surveys. This section will detail the results of the surveys that have been undertaken against the indicators set out above. It will include details of current travel situation and target levels. The original data from the surveys will be included as an appendix.

Chapter 3- Initiatives Undertaken. This will provide details of the work and initiatives undertaken over the previous 12 months, with supporting evidence as necessary.

Chapter 4 – Problems and Issues. This section will detail any problems encountered in implementing the Travel Plan and any issues which remain unresolved or require progress in future.

Chapter 5 – Specific Measures from Travel Plan. This section will detail how all measures from the travel plan have been implemented in terms of infrastructure, policy and promotion of each specific travel mode and strategy (walking, cycling public transport, car sharing, general measures, working practises, etc). This will include evidence of how each measure has been implemented and a completed checklist of measures agreed at the planning application stage.

Chapter 6 – Summary. This will set out whether the Travel Plan is on track to meet targets and if not why not.

Chapter 7 – The Plan for the next 12 months. This will include any specific outcomes and desired results and any additions to the Travel Plan.

6.2.2 The Council will respond within one month of receipt, either approving the report or requiring a review of current practices.

6.2.3 The recommendations of the review shall be implemented as soon as possible (as appropriate dependant on type of measures). Should any meetings between the parties be necessary to discuss the contents of the submissions then these shall be raised in accordance with the above highlighted timescales.

6.3 Discussions will be held as to how any failed targets might be better achieved. Through consultation with the Council, the Plan and its targets will be readdressed annually. It may be, for example, that the targets are made less ambitious on one mode, while tightened up on another to compensate. Through agreement with the Council, the Site Co-ordinator will join and attend local community forums if required.

6.4 **Additional Travel Plan Measures**

6.4.1 The overarching Sustainable Travel Strategy has established a baseline target for travel to employment in the village. This requires 40% of all journeys to work within village to be undertaken by sustainable means from the onset of occupation. Sustainable means includes journeys make on foot, bicycle, bus, train and by car sharing. Therefore no more than 60% of journeys should be undertaken by single occupancy drivers.

6.4.2 Therefore should the first travel surveys, undertaken six months after initial occupation, show that more than 60% of journeys are undertaken by single occupancy car drivers the developer will be required provide additional funds in order to ensure that the targeted baseline is achieved.

6.4.3 These additional funds will be allocated as follows;

£100 for each 100sqm of occupied employment floor-space.

6.4.4 More funding will be released on the same basis annually should the annual baseline modal share targets not be achieved.



6.4.5 These funds will be allocated by the Sustainable Travel Officer to implement targeted schemes, for example:

- Car parking charges;
- Car parking permits;
- Progressive reductions in car parking facilities;
- Provision of a pool car;
- Public transport payments equivalent to car journey allowances;
- Interest free cycle loans;
- Subsidies for public transport uses;
- Improvements to local bus infrastructure.

6.4.6 Or other such fall-back measures as shall be agreed between the site occupiers and WMBC as an alternative to the above.

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3rd November 2008



Appendix A1 -Staff survey

General information

General travel information

1. Home postcode

7a How do you usually travel to work?

2. Usual place of work (building and site)

- Car (on your own)
- Car (with others)
- Bus
- Train
- Motorbike
- Walk
- Cycle
- Taxi

.....
.....
.....
.....

3. Do you have a disability which affects your travel arrangements?

- Yes
- No

4. What time do you usually arrive at work?

7b Why do you choose to travel in this way?
(tick all that apply)

- 7.00 – 7.30 am
- 7.30 – 8.00 am
- 8.00 – 8.30 am
- 8.30 – 9.00 am
- 9.00 – 9.30 am
- 10.00 – 10.30am
- Other (please specify)

- Convenience
- Cost
- Health reasons
- Alternative not available
- Need to for work purposes
- Other (please specify).....

5. What time do you usually leave for home?

8. Do you ever use a different mode of transport?

- 3.00 – 3.30 pm
- 3.30 – 4.00 pm
- 4.00 – 4.30 pm
- 4.30 – 5.00 pm
- 5.00 - 5.30 pm
- 5.30 – 6.00 pm
- 6.00 – 6.30 pm
- 6.30 – 7.00 pm
- 7.00 – 7.30 pm

- Yes
- No

If yes, how

Other (please specify)

- Car (on your own)
- Car (with others)
- Bus
- Train
- Motorbike
- Walk
- Cycle
- Taxi

6. Do you work:

- Part time
- Full time

Other (please specify)



9. How would you *prefer* to travel to work?
(please tick only one)

- Car (on your own)
- Car (with others)
- Bus
- Train
- Motorbike
- Walk
- Cycle
- Taxi

10. Do you ever work from home?

- Yes
- No

11. If so, how often?

- more than once a week
- Once a week
- Once a fortnight
- Once a month
- Occasionally

12. How far do you travel to work?

- Less than one mile
- 1 – 2 miles
- 2 – 5 miles
- 6 – 10 miles
- 11 – 25 miles
- 26 miles or more

Please specify.....
.....

15. How would you get to work if your car broke down
was being serviced?

- Car (with others)
- Bus
- Train
- Motorbike
- Walk
- Cycle
- Taxi
- Other (please specify).....
.....

16. What are your main reasons for driving to work (tick no more
than 3)?

- Drop/collect a child off at school on the way
- Need car for other activities after work eg shopping,
gym
- Distance from home too great to walk or cycle
- Need the car for work during the day
- No one to car share with
- No public transport or it would take too long
- Personal safety
- Car needed because of health (eg physical disability)
- Cheaper than public transport
- More reliable than public transport
- Other (please specify):

17. Would you be prepared to car share?

- Yes
- No
- Already do

18. Are you prepared to pay for parking?

- Yes
- No

If yes, how much?per day



13. How long does your journey generally take you?

- Less than 15 minutes
- 16 – 30 minutes
- 30 – 45 minutes
- 45 – 60 minutes
- Over an hour

19. On average how often do you use your car alone for work purposes?

- Less than once a month
- One day per week or less
- At least 2 days per week
- At least 4 days per week

14. Are you aware that this Organisation has a Travel Plan?

- Yes
- No

Car Driving specific information

How many miles for work purposes do you travel on average per month?miles

If you do not regularly drive to work, please go directly to Question 21

